

# FOCUS

R. J. Reynolds Tobacco Company  
4th Qtr, '96 FORSYTH PROMOTION

Account: MIDDLESEX TOBACCO. Acct #423360

Brand Promotion		Focus	
		.10 off VPR	

Display Packing      8 ctns any style Focus @ .10 off per pk  
\$1.00 per carton off invoice  
(with preprinted .10 off stickers attached  
to each pack)

Allocation (cs)

*Ordered 11/16  
11/16  
\$1.30 P/cn 11/18  
F/06 11/18*

1 Focus NFK  
1 Focus FFK  
1 Focus FF100  
1 Focus LTK ✓  
1 Focus LT100  
1 Focus ULK ✓  
1 Focus UL100  
1 Focus FFMK ✓  
1 Focus FFM100  
1 Focus LTMK ✓  
1 Focus LTM100

Displays      Minimum 75 (may go over 75)  
Will receive check for:  
50.00 - 1st Prize To Middlesex Tobacco  
Sales People  
40.00 - 2nd Prize} W/Most ctns Sold!  
30.00 - 3rd prize  
20.00 - 4th prize

*\$140.00  
REQUESTED 12/3/96,  
(ATTACHED).*

Date Product Recvd      11/18/96

Display Assembly      Place .10 VPR sticker on ea. pack

Send out a "Focus" display with each  
order (if account does not already have  
one).

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# *4th Qtr Focus .10 off pk Promotion*

- 8 ctn (minimum) display of any style Focus .10 off stickered product (may sell more than 8 ctns)
- \$1.00 off invoice to retailer for each stickered carton purchased
- Middlesex Tobacco Sales People Contest - most cartons sold (minimum 75 total displays must be sold to qualify)
  - \$50.00 1st prize
  - \$40.00 2nd prize
  - \$30.00 3rd prize
  - \$20.00 4th prize
- # Displays sold \_\_\_\_\_ (Minimum 5)
- # Cartons sold \_\_\_\_\_ Salesman \_\_\_\_\_

*Please turn in this form and prebook forms when all accounts have been contacted.*

4th Qtr

# “Focus” .10 off Pack

## Promotion

prebook form

**(Available exclusively at Middlesex Tobacco)**

Date \_\_\_\_\_

Account \_\_\_\_\_ Acct.# \_\_\_\_\_

Address \_\_\_\_\_

Retailer Signature \_\_\_\_\_

Retailer Name (Print) \_\_\_\_\_

Sales Rep \_\_\_\_\_

<input type="checkbox"/> Ctns Non Filter King	stickered .10 off per pk
<input type="checkbox"/> Ctns Full Flavor King	“
<input type="checkbox"/> Ctns Full Flavor 100s	“
<input type="checkbox"/> Ctns Light King	“
<input type="checkbox"/> Ctns Light 100s	“
<input type="checkbox"/> Ctns Ultra Light King	“
<input type="checkbox"/> Ctns Ultra Light 100s	“
<input type="checkbox"/> Ctns Full Flavor Menthol King	“
<input type="checkbox"/> Ctns Full Flavor Menthol 100s	“
<input type="checkbox"/> Ctns Light Menthol King	“
<input type="checkbox"/> Ctns Light Menthol 100s	“
<input type="checkbox"/> "Focus" Pack Display (80 pack)	
<input type="checkbox"/> "Focus" Pack/Carton Floor Display (90 carton)	

\$1.00 per carton off invoice!

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